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1-5-79
UV-42/Helele

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson, Michael D. Ellis,
Robert A. Knee, and Kenneth F. Carpenter, Jr.

Serial No. : 09/034,939

Filed : March 4, 1998

For : PROGRAM GUIDE SYSTEM WITH TARGETED
ADVERTISING

Group Art Unit : 2711

Examiner :

Hon. Assistant Commissioner
for Patents
Washington, D.C. 20231

SUBMISSION OF FORMAL DRAWINGS

Sir:

Please substitute the enclosed formal drawings for the
informal drawings filed with this application.

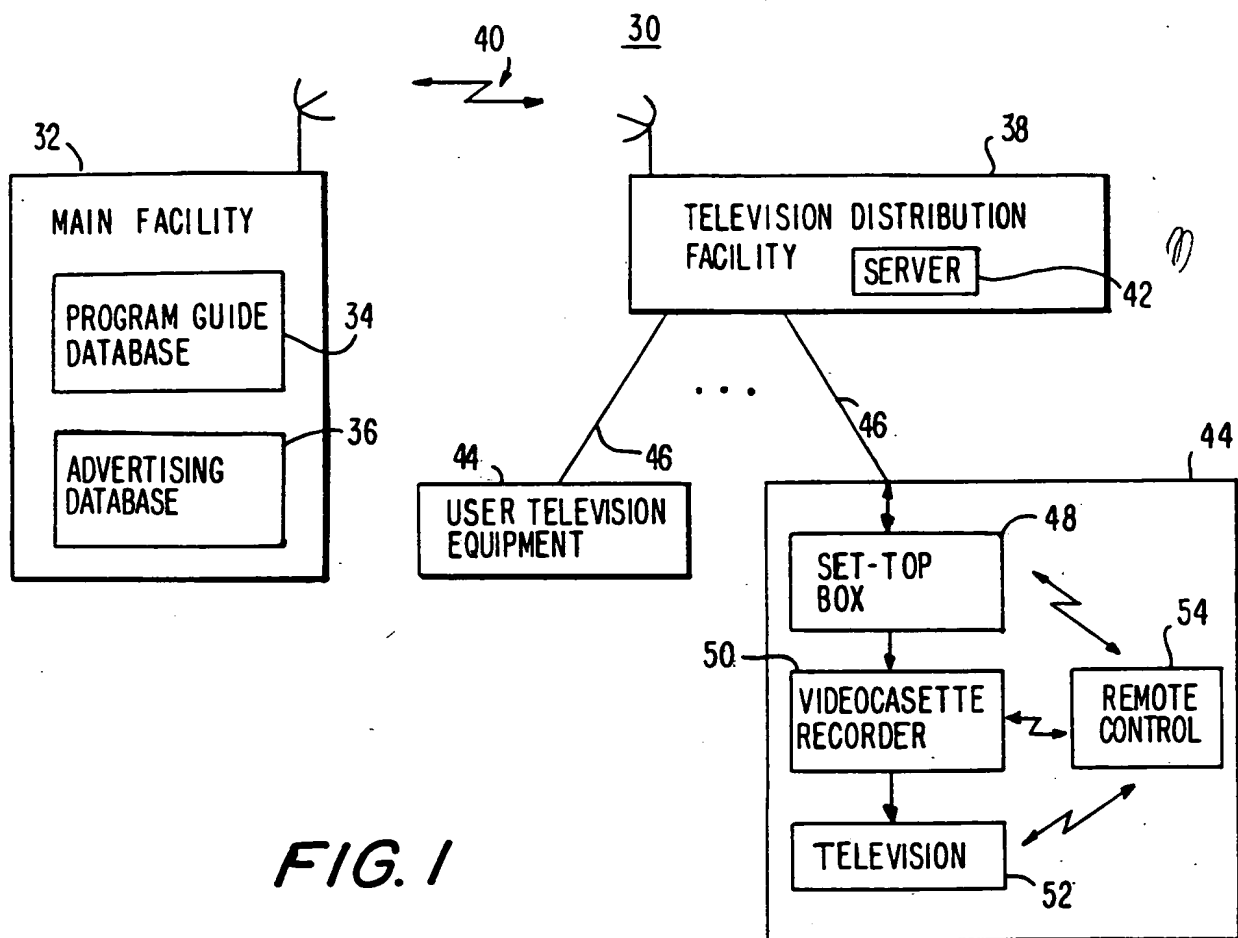
Respectfully submitted,

I Herby Certify that this
Correspondence is being
Deposited with the U.S.
Postal Service as First
Class Mail in an Envelope
Addressed to: ASSISTANT
COMMISSIONER FOR PATENTS
WASHINGTON D.C. 20231, on

July 13, 1998
CLAUDE J. SAWYER
Name of person Signing

Signature of Person Signing

G. Victor Treyz
G. Victor Treyz
Reg. No. 36,294
Attorney for Applicants
c/o FISH & NEAVE
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000



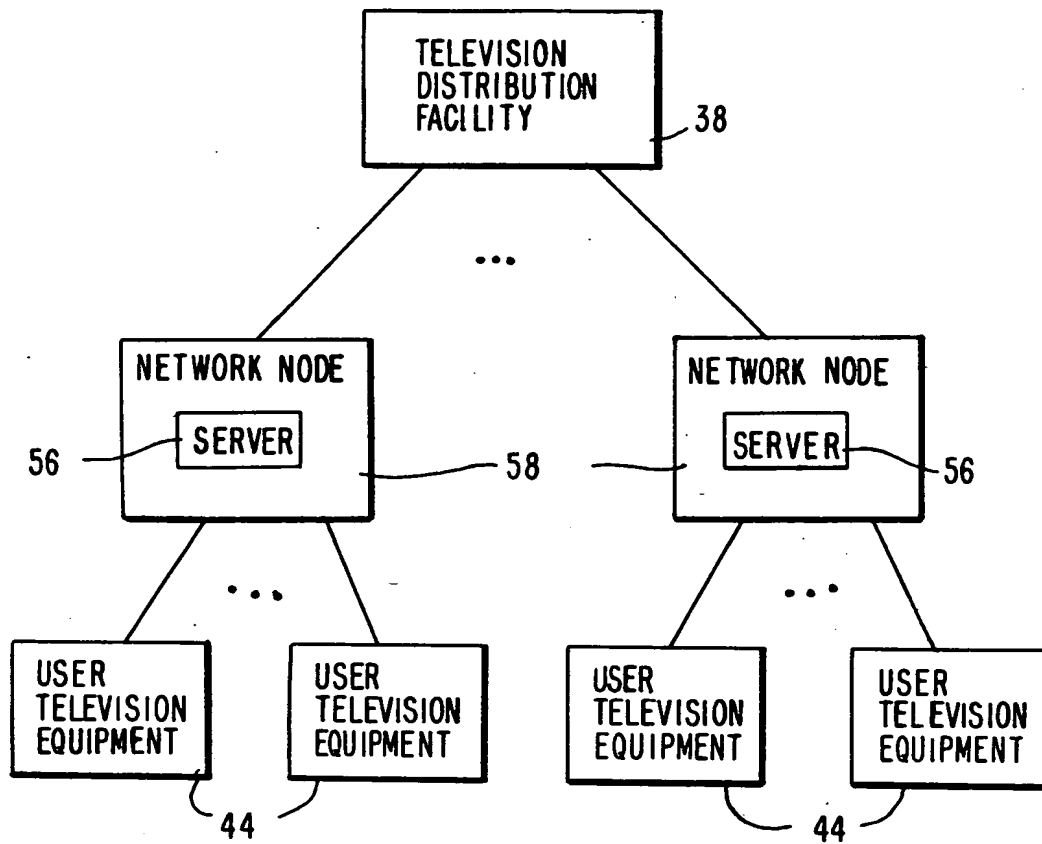
**FIG. 2**

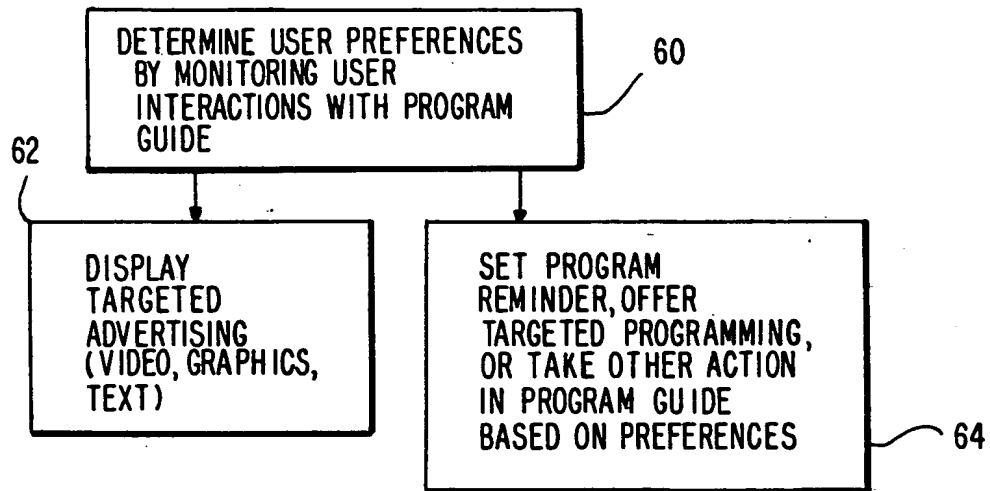
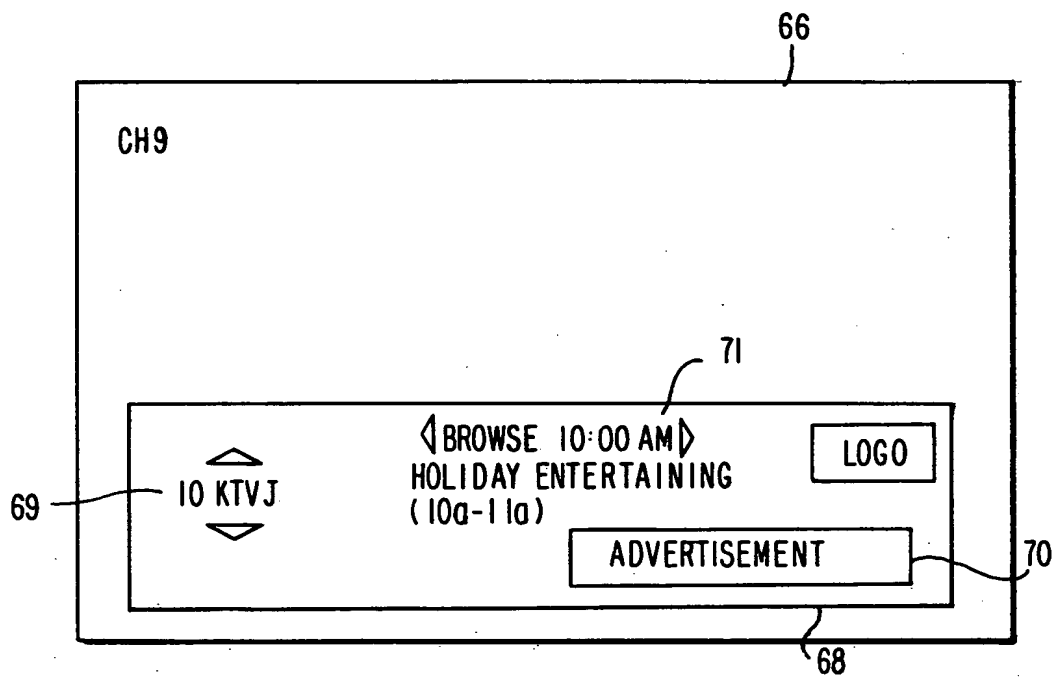
FIG. 3

FIG. 4



SET REMINDER

WOULD YOU LIKE TO SET A REMINDER FOR THIS PROGRAM ?

10 KTVK	HOLIDAY ENTERTAINING	10-11a
---------	----------------------	--------

76 ☒ YES ☐ NO 80

ADVERTISEMENT

72

74

82

FIG. 5

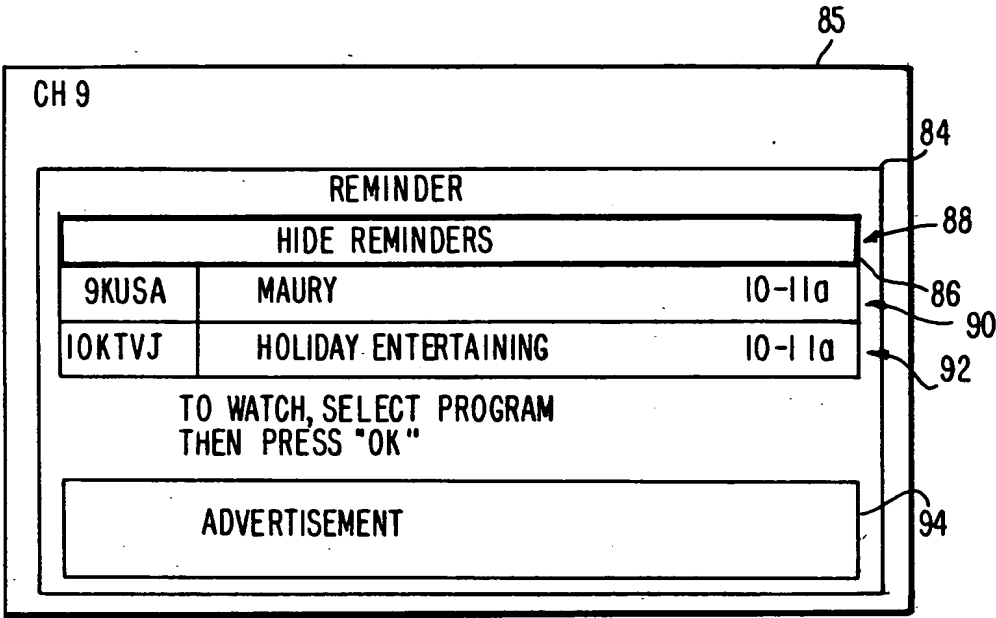


FIG. 6

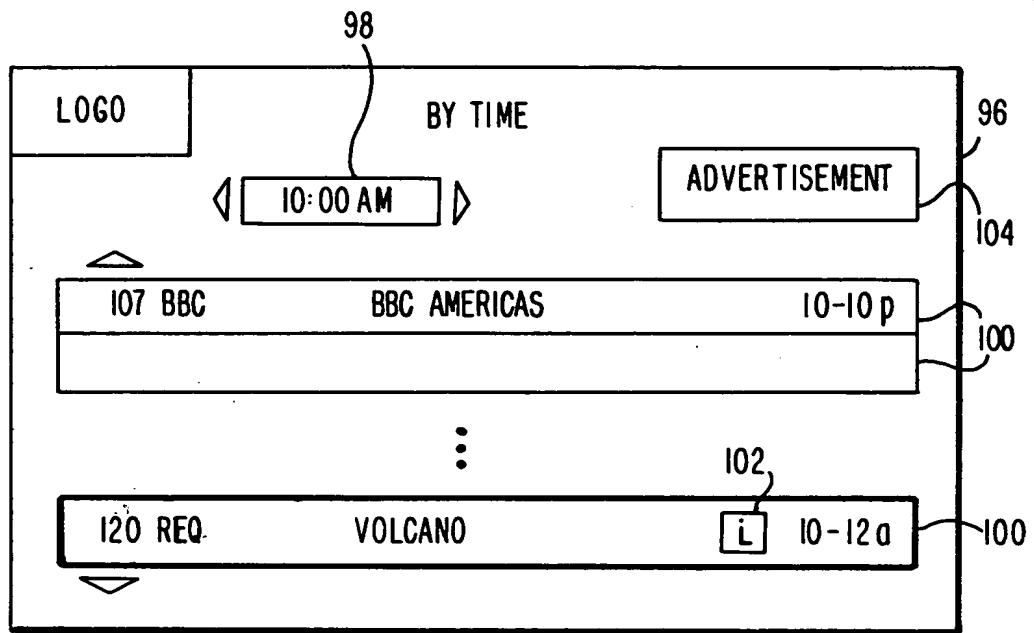


FIG. 7

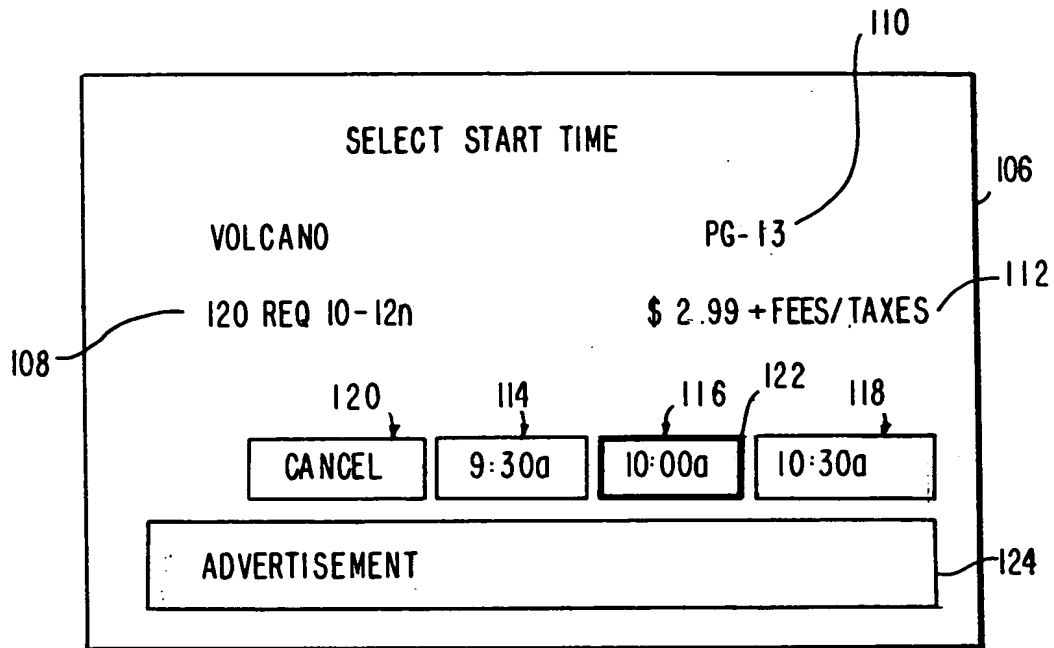


FIG. 8

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ORDER REVIEW

VOLCANO PG-13

185 REQ 10:30a \$ 2.99 + FEES / TAXES

130 128

CONFIRM <> CANCEL

ADVERTISEMENT 132

126

FIG. 9

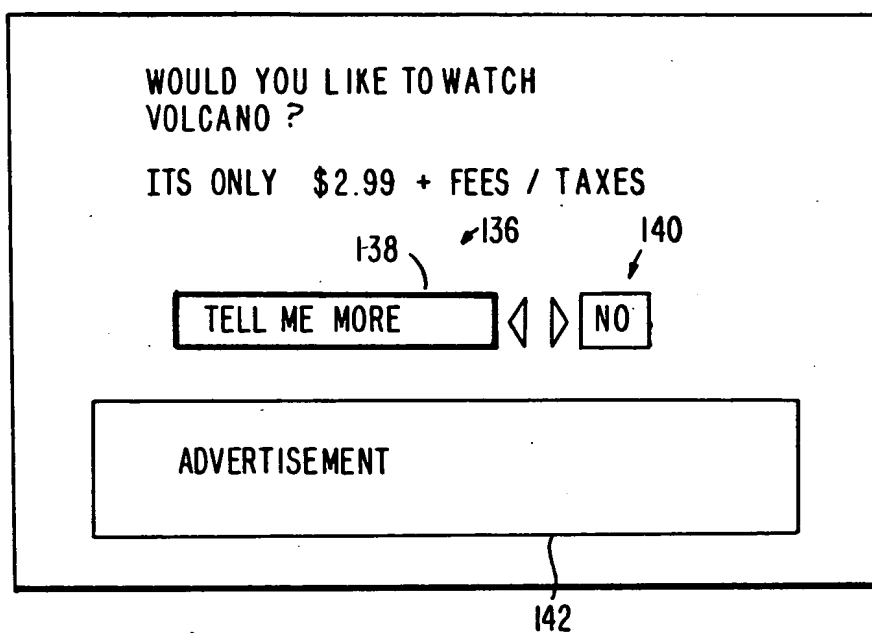


FIG. 10

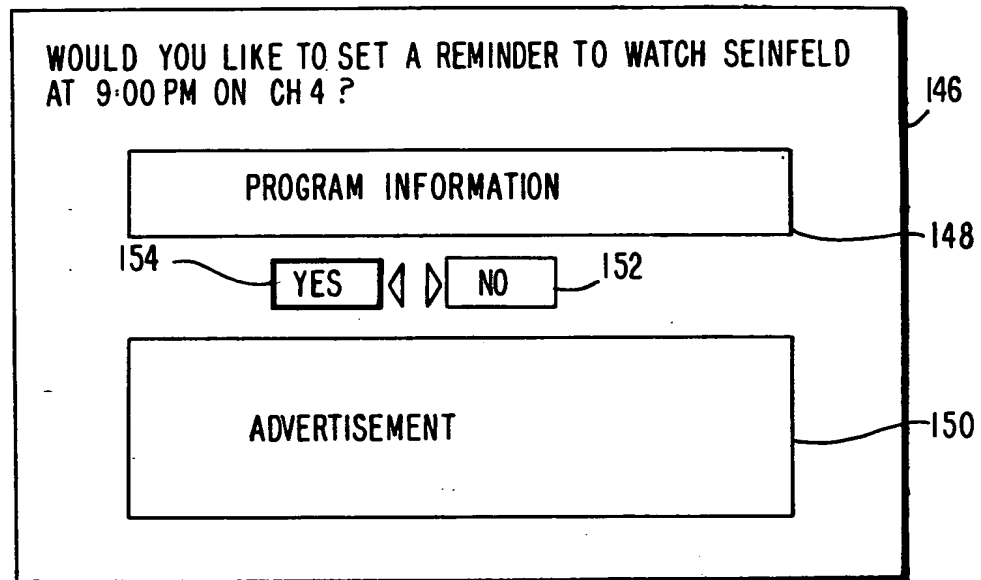
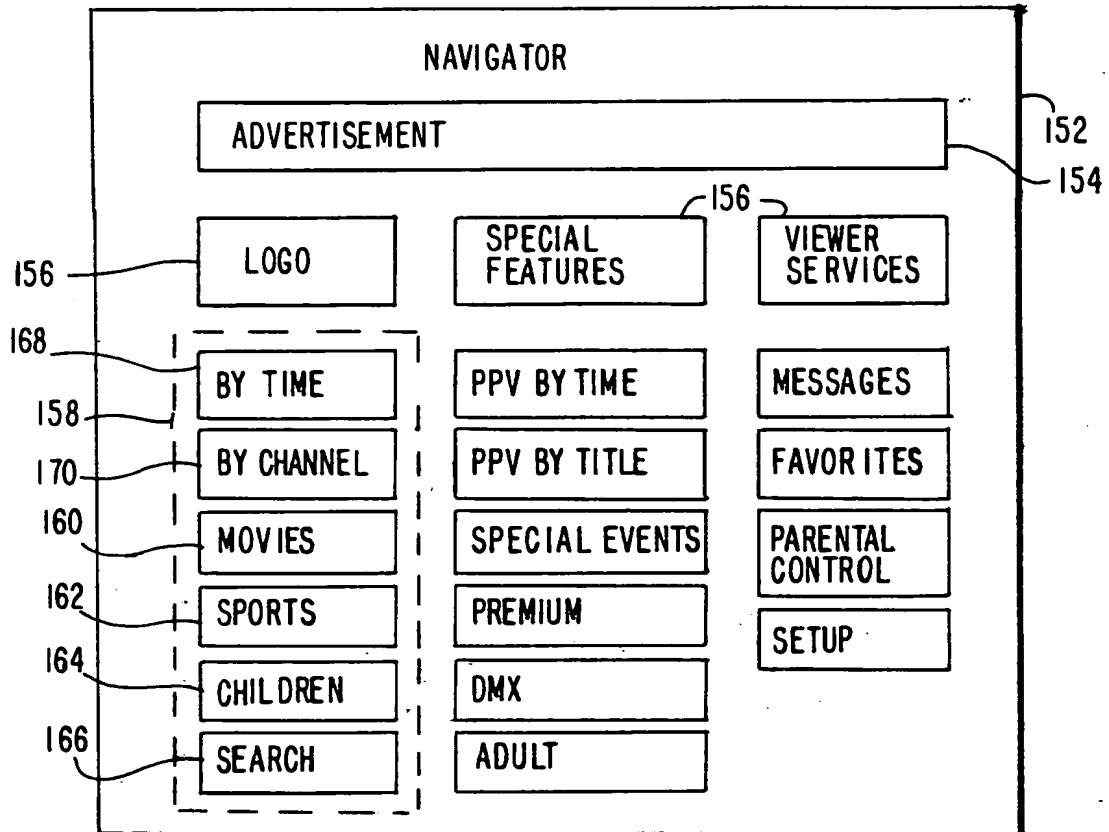


FIG. 11

*FIG. 12*

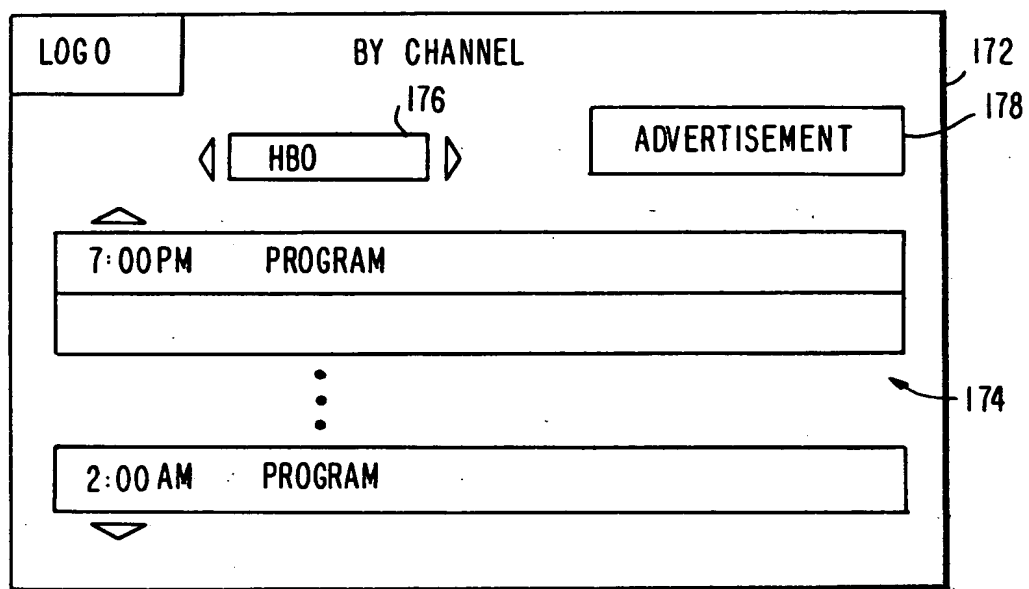


FIG. 13

FIG. 14

WOULD YOU LIKE TO
WATCH
DON KING: ONLY IN AMERICA ?

188 — YES ☐ NO — 186

LOGO

PROGRAM INFORMATION

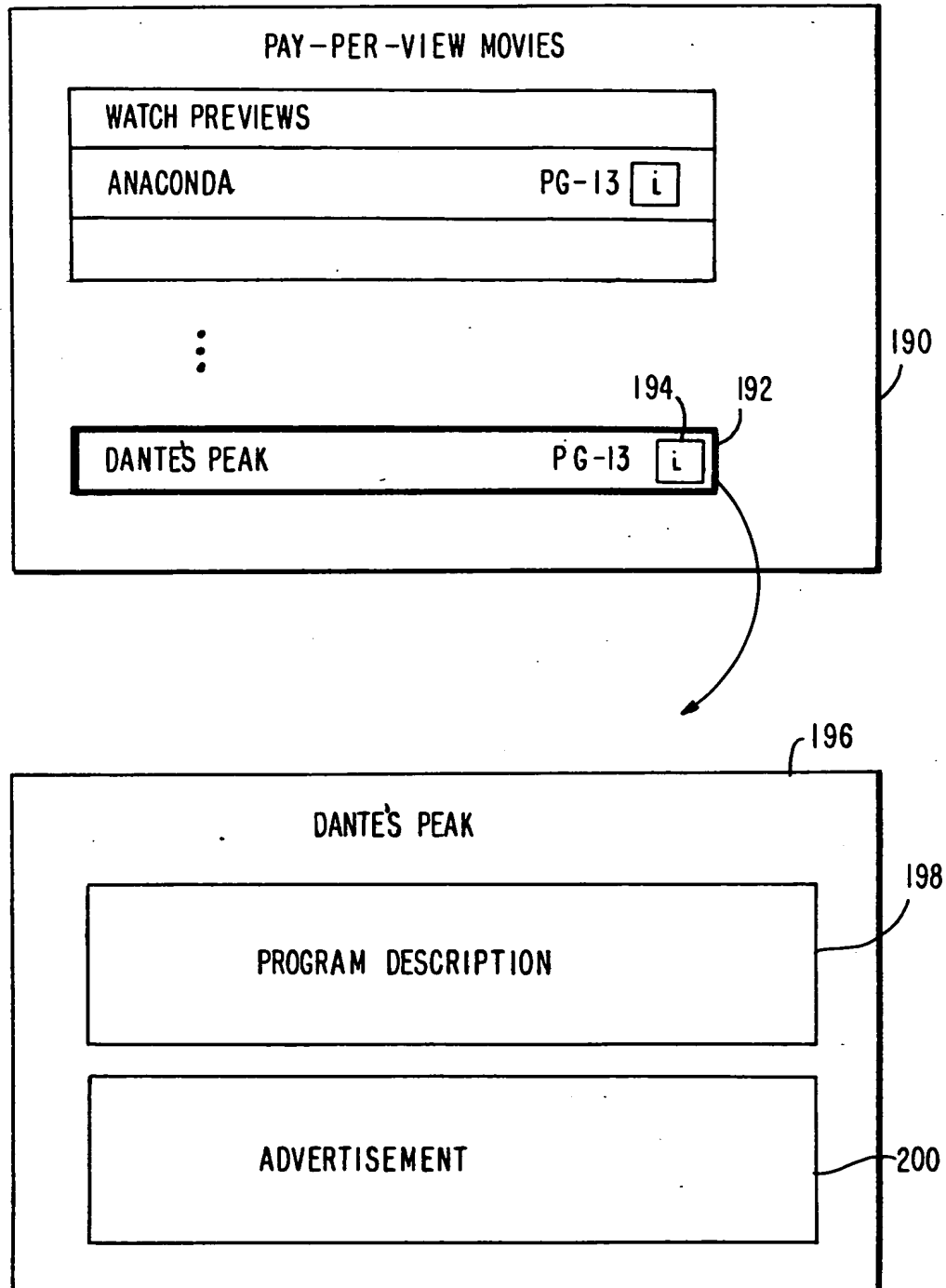
ADVERTISEMENT

180

182

184

Detailed description: The figure shows a rectangular frame containing a poll question at the top left. To the right of the question is a box labeled 'LOGO'. Below the question are two buttons, 'YES' and 'NO', separated by a double-headed arrow. The 'YES' button is labeled '188' and the 'NO' button is labeled '186'. Below these buttons are two stacked rectangular boxes. The top box is labeled 'PROGRAM INFORMATION' and is labeled '182' on its right side. The bottom box is labeled 'ADVERTISEMENT' and is labeled '184' on its right side. The entire frame is labeled '180' on its right side.

FIG. 15

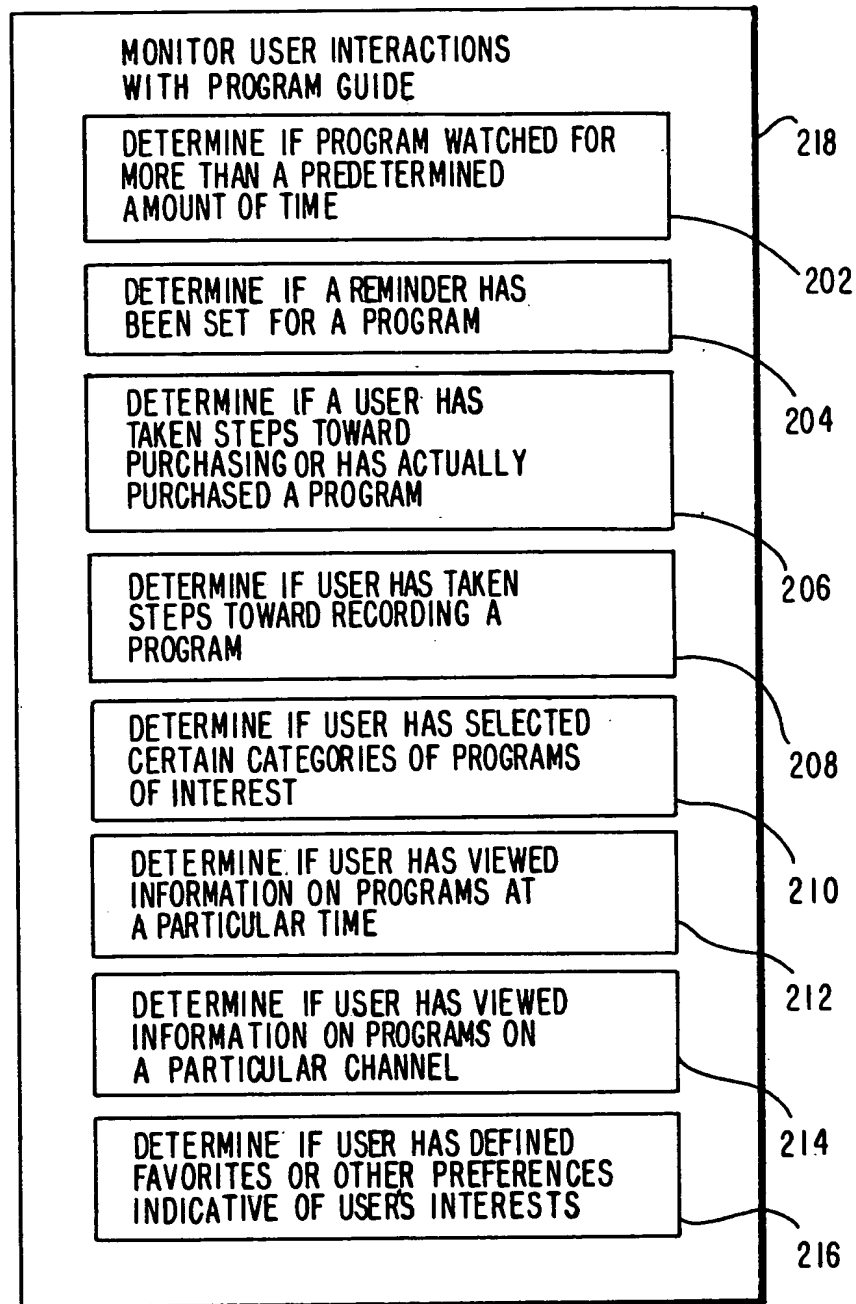
**FIG. 16**

FIG. 17

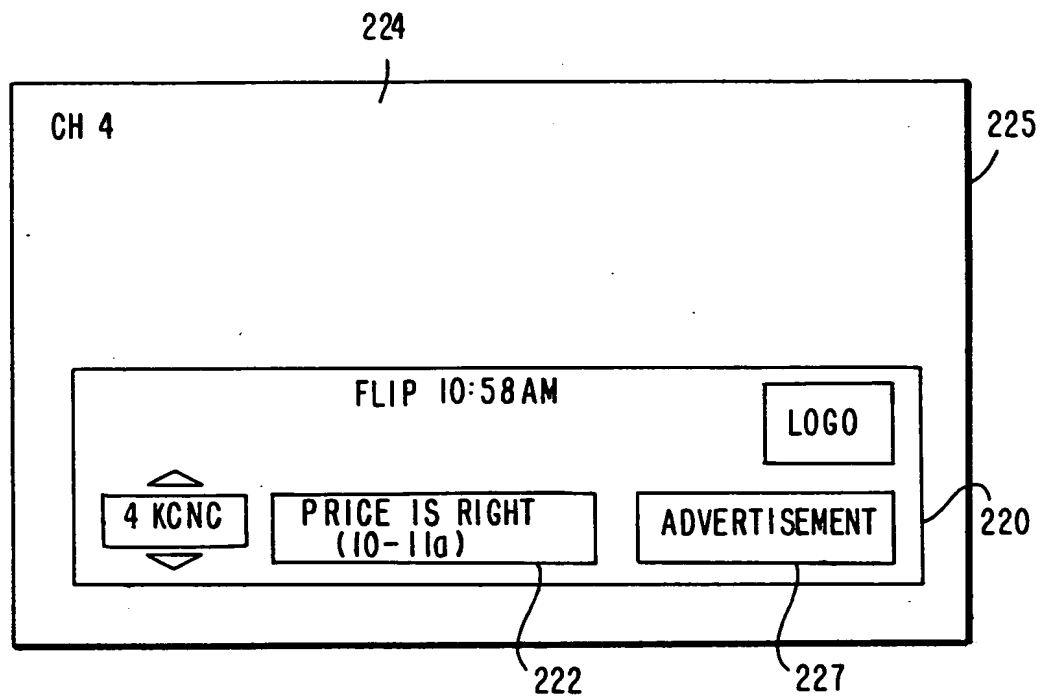
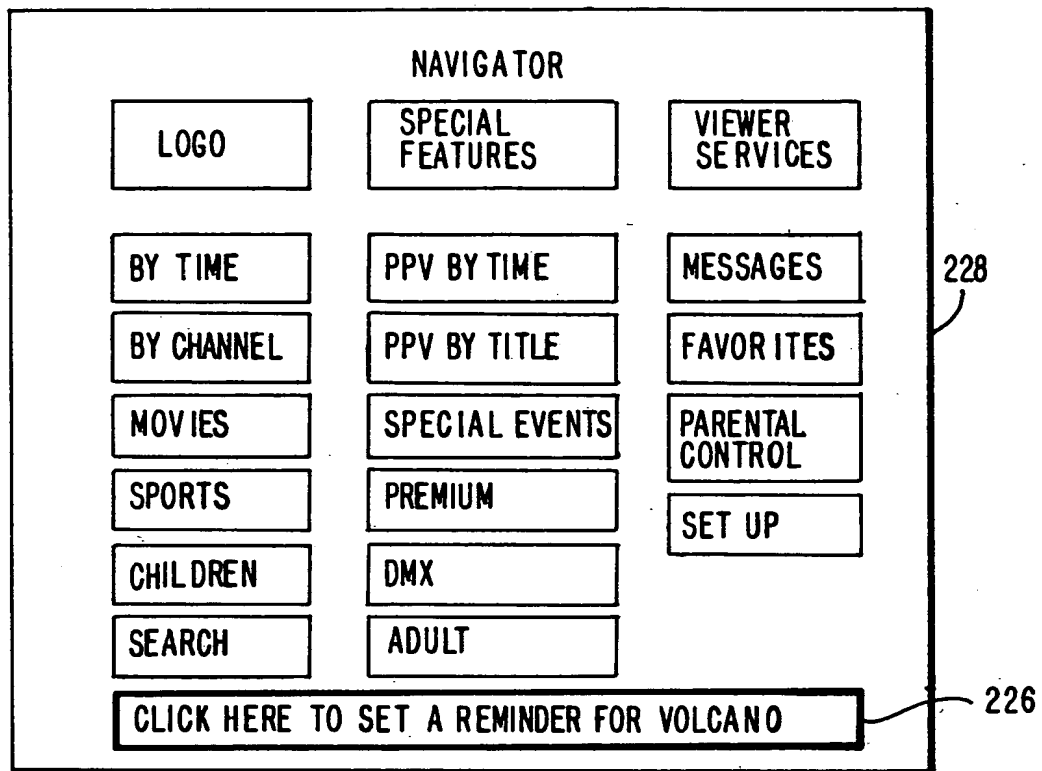
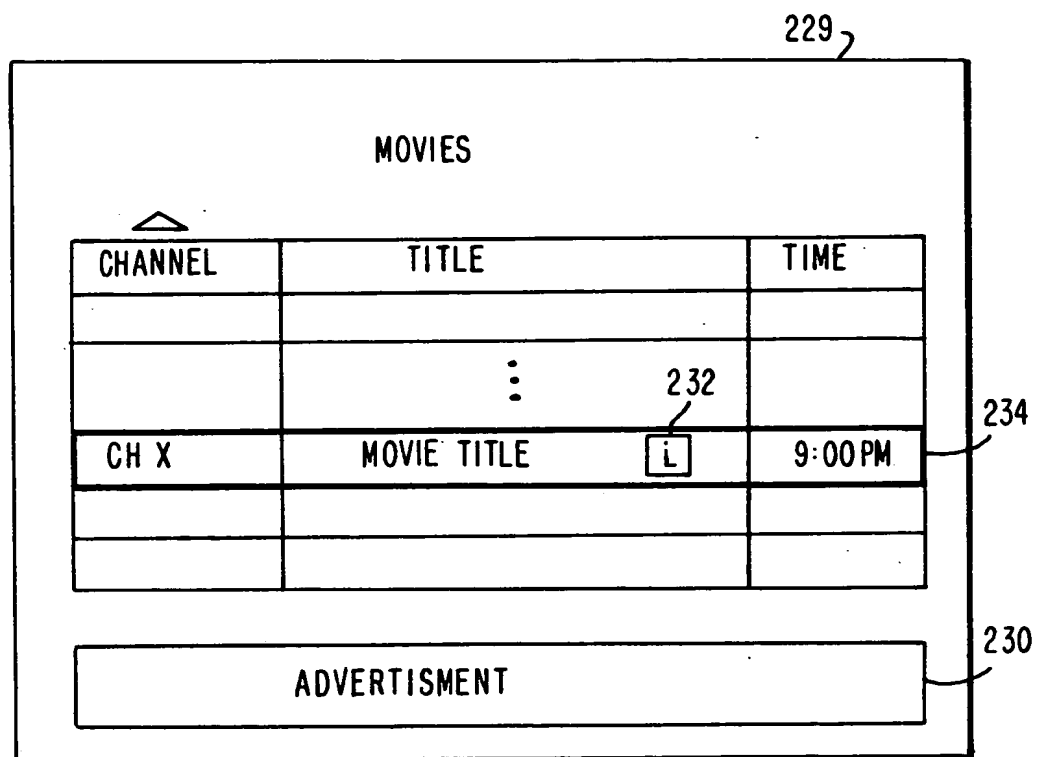


FIG. 18

*FIG. 19*

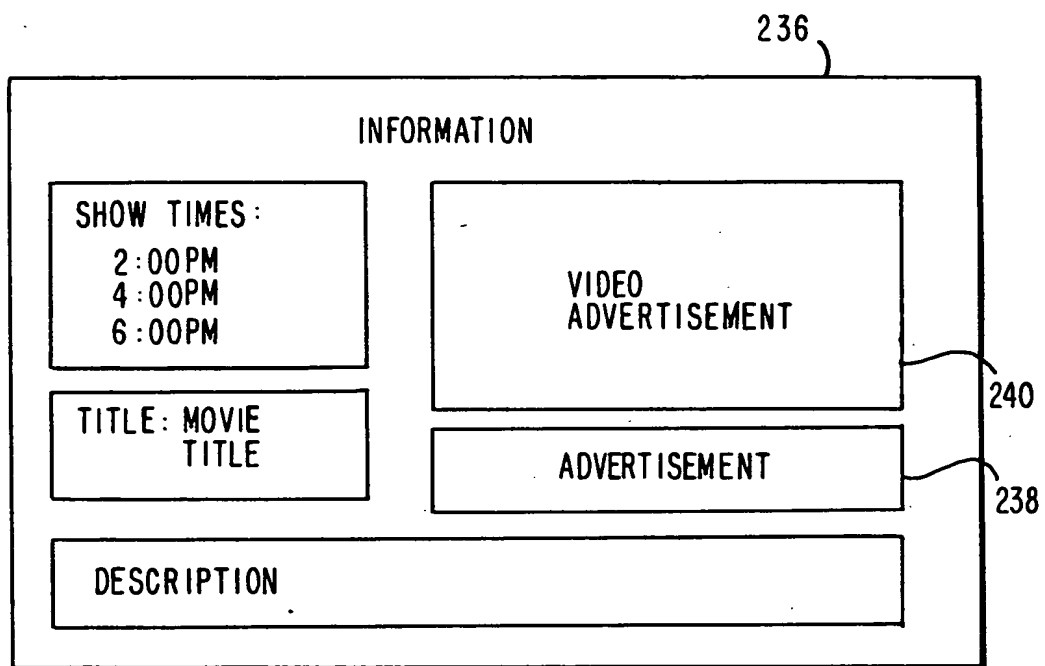
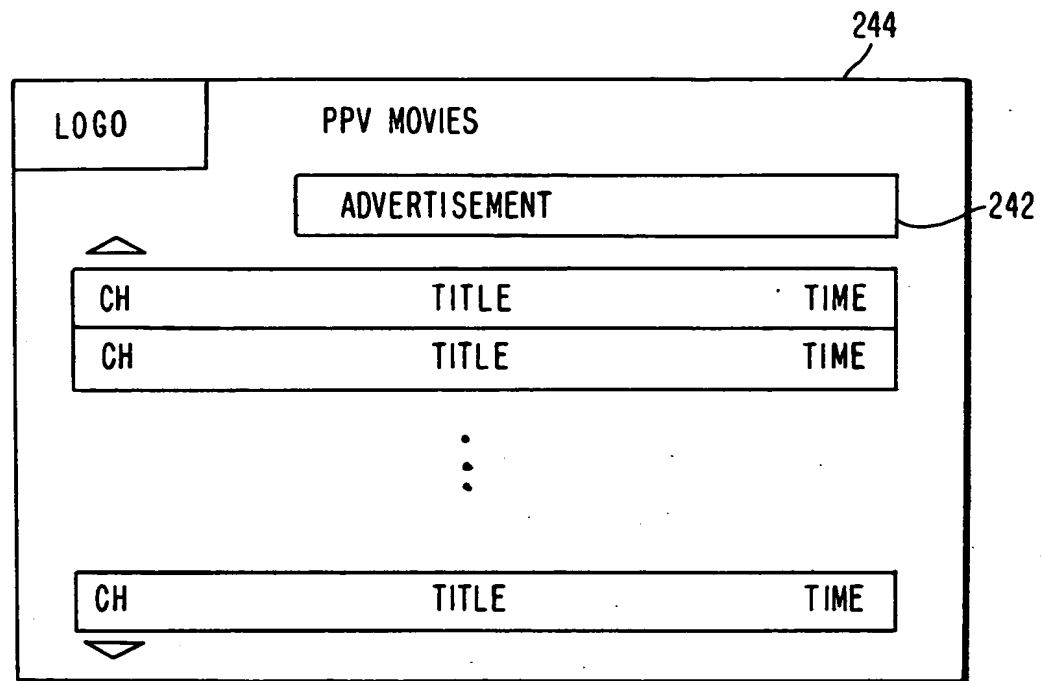


FIG. 20

**FIG. 21**

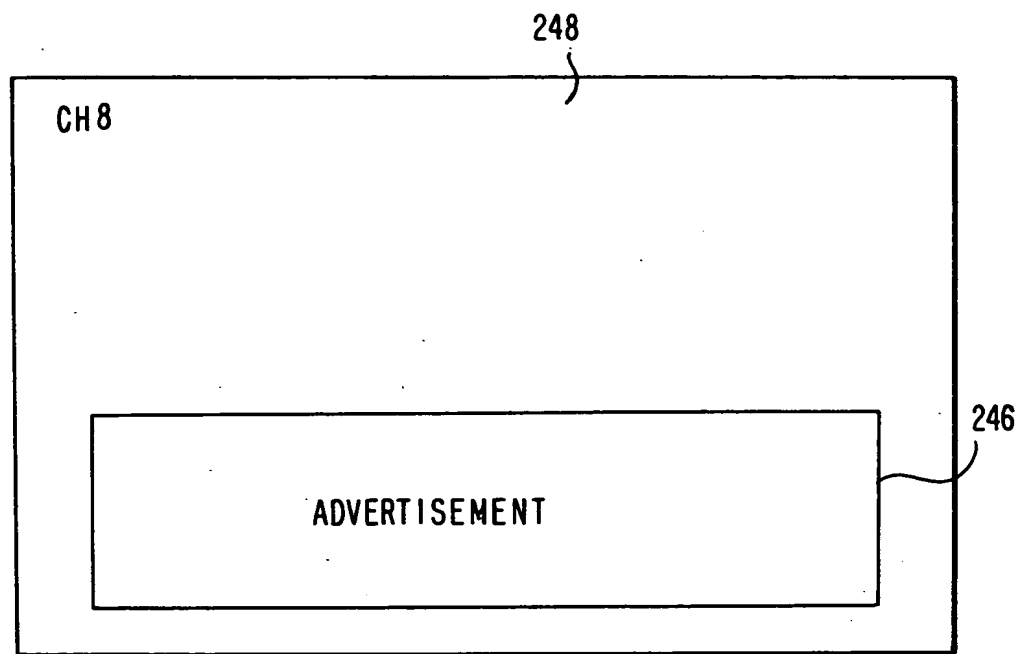
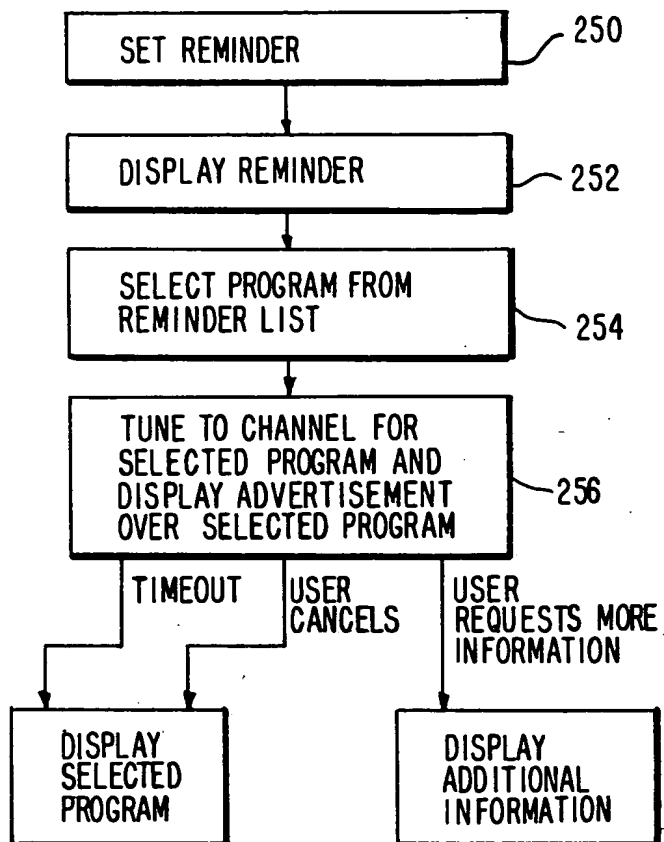


FIG. 22

**FIG. 23**

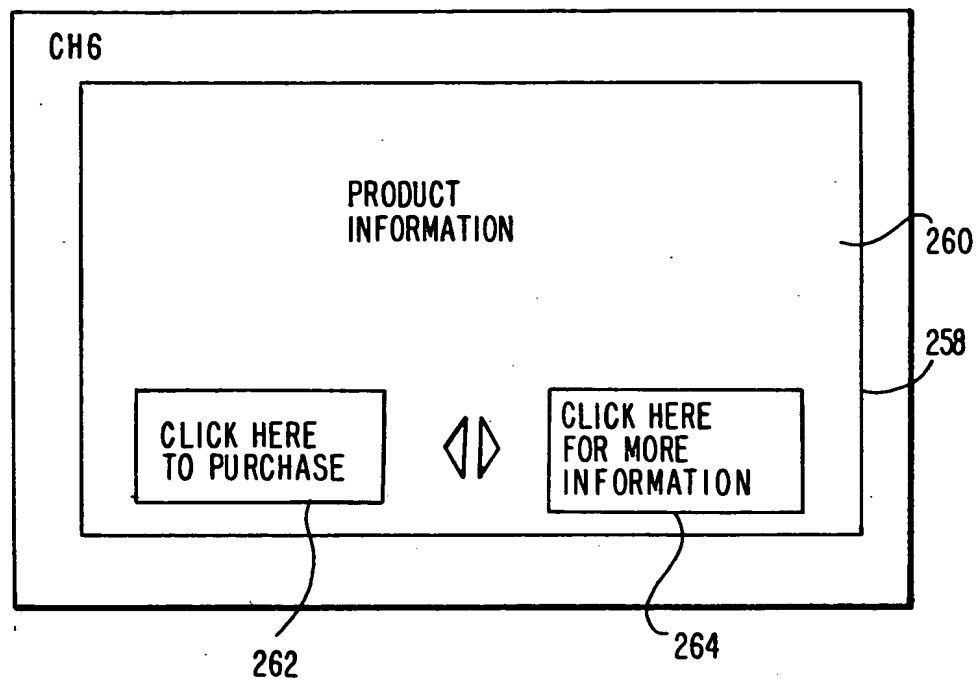


FIG. 24

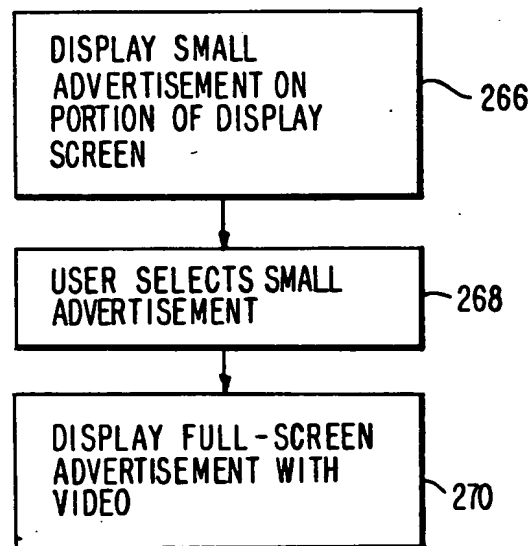
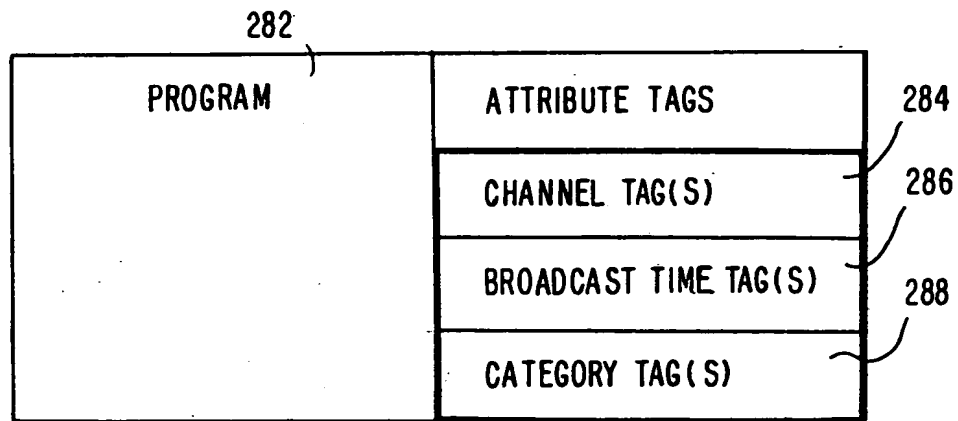
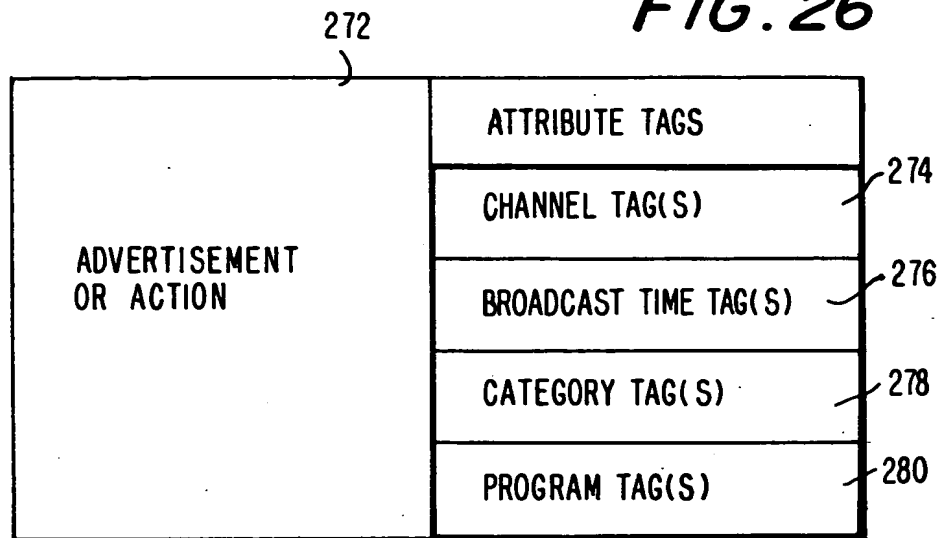
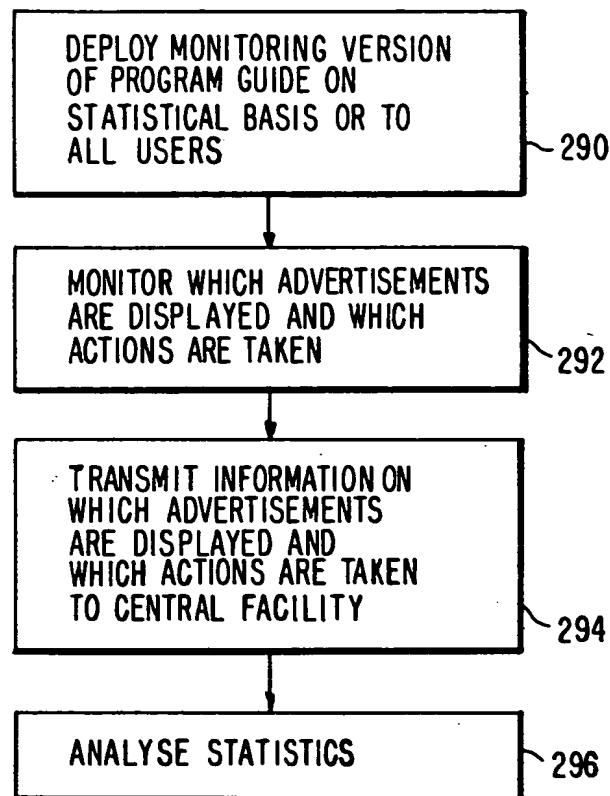
**FIG. 25**

FIG. 26**FIG. 27**

**FIG. 28**

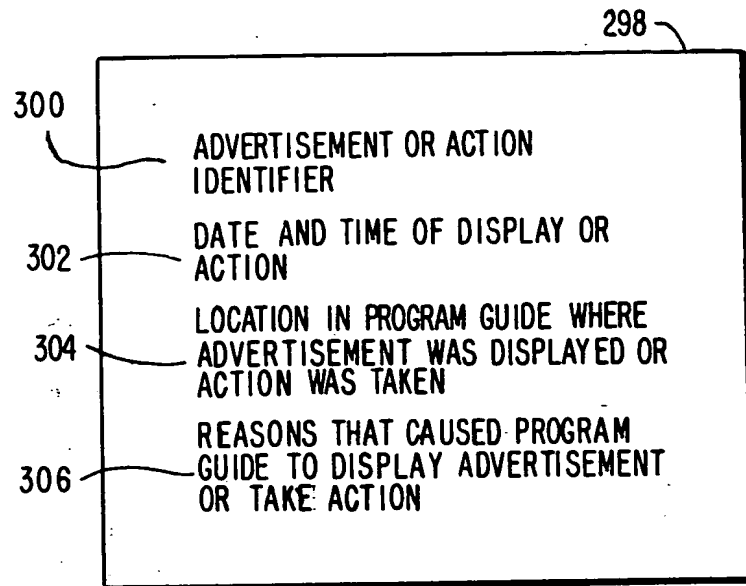


FIG. 29